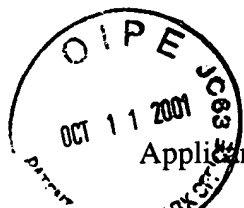


AMAZON.070A

PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Bezos, et al. )  
)  
App. No. : 09/900,487 )  
)  
Filed : July 6, 2001 )  
)  
For : CONTEXTUAL PRESENTATION OF )  
INFORMATION ABOUT RELATED )  
ORDERS DURING BROWSING OF )  
AN ELECTRONIC CATALOG )  
)  
Examiner : UNKNOWN )  
)

ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION  
AND  
REVOCATION AND POWER OF ATTORNEY

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone

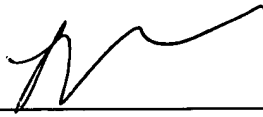
App. No. : 09/900,487  
Filed : July 6, 2001

(949) 760-0404, **Customer No. 20,995**, as its attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use **Customer No. 20,995** for all communications.

AMAZON.COM HOLDINGS, INC.

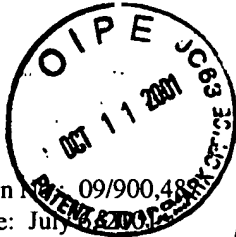
Dated: September 24, 2001

By:   
Michelle Wilson

Title: Vice President and Secretary

Address: 1200 12th Avenue South, Suite 1200  
Seattle, WA 98144

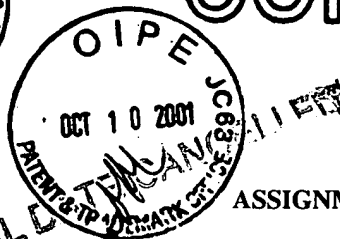
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090501



COPY

Application No. 09/900,487  
Filing Date: July 6, 2001

PATENT  
Client Code: AMAZON.070A  
Page 1



ASSIGNMENT

WHEREAS, We, Jeffrey P. Bezos, a United States citizen, residing in Greater Seattle, Washington, and having a mailing address of P.O. Box 81226, Seattle, Washington 98108, Maryam S. Mohit, a United States citizen, residing at 1817 7th Avenue West, Seattle, Washington 98119, Walker L. Lockhart, a United States citizen, residing at 3821 Wallingford Avenue North, Seattle, Washington 98103, Ericka N. Lock, a Peruvian citizenship, residing at 4427 246th Avenue SE, Issaquah, Washington 98029, William W. Allocca, a United States citizen, residing at 4919 127<sup>th</sup> Place SE, Bellevue, Washington and Suguna Subramaniam, a United States citizen, residing at 501 141<sup>st</sup> Avenue SE, #31, Bellevue, Washington 98007, have invented certain new and useful improvements in a CONTEXTUAL PRESENTATION OF INFORMATION ABOUT RELATED ORDERS DURING BROWSING OF AN ELECTRONIC CATALOG for which we have filed an application for Letters Patent in the United States, on July 6, 2001 as Application No.: 09/900,487;

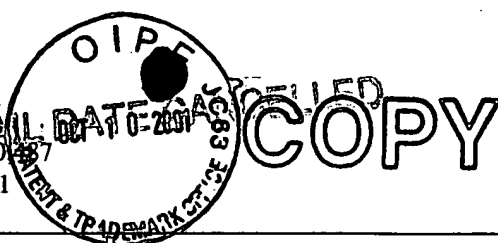
AND WHEREAS, Amazon.com Holdings, Inc. (hereinafter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

1909 E. Meadows St  
Seattle, WA 98102

Application No.: 09/9001487  
Filing Date: July 6, 2001



PATENT  
Client Code: AMAZON.070A  
Page 2

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 21st day of September, 2001



Jeffrey P. Bezos  
Jeffrey P. Bezos

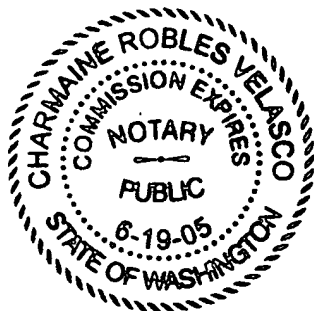
STATE OF Washington }  
COUNTY OF King } ss.

On Sept 21, 2001, before me, Jeffrey P. Bezos, personally appeared Jeffrey P. Bezos personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Charmaine Robles Velasco  
Notary Signature



COPY

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12<sup>th</sup> day of September, 2001

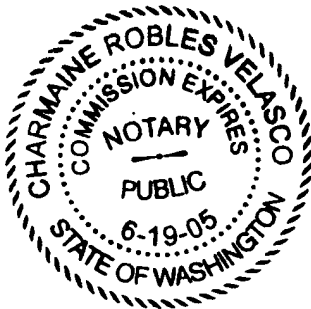
  
Maryam S. Mohit

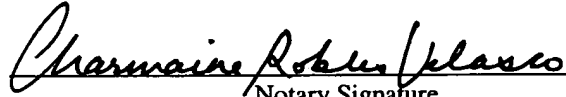
STATE OF Washington }  
COUNTY OF King } ss.

On 9/12/01, before me, Maryam S. Mohit, personally appeared Maryam S. Mohit personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



  
Notary Signature

COPY

Application No.: 09/900,487  
Filing Date: July 6, 2001

PATENT  
Client Code: AMAZON.070A  
Page 4

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12<sup>th</sup> day of September, 2001.

Walker L. Lockhart  
Walker L. Lockhart

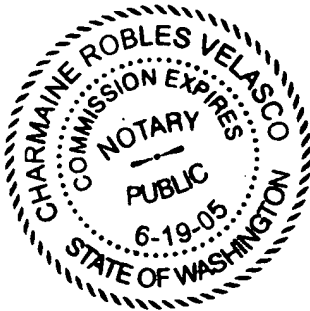
STATE OF Washington ]  
COUNTY OF King ] ss.

On 9/12/01, before me, Walker L. Lockhart, personally appeared Walker L. Lockhart personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.


[SEAL]

Charmaine Robles Velasco  
Notary Signature



COPY

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17<sup>th</sup> day of Sept, 2001

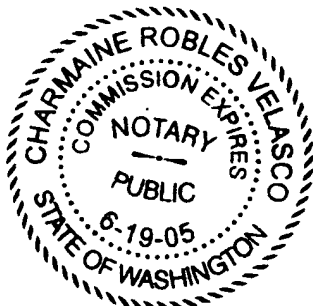
  
Ericka N. Lock


STATE OF Washington ]  
COUNTY OF King ] ss.

On 9/1 /01, before me, Ericka N. Lock, personally appeared Ericka N. Lock personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



  
Notary Signature

COPY

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12 day of Sept, 2001.

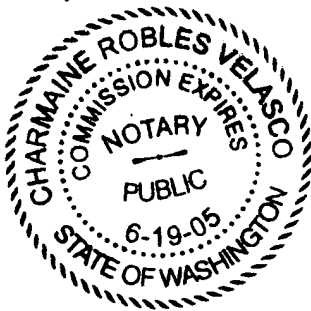
William W. Allocca  
William W. Allocca

STATE OF Washington ]  
COUNTY OF King ] ss.

On 9/12/01, before me, William W. Allocca, personally appeared William W. Allocca personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Charmaine Robles Velasco  
Notary Signature



COPY

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12 day of September, 2001

Suguna Subramaniam  
Suguna Subramaniam

STATE OF Washington }  
COUNTY OF King } ss.

On 9/12/01, before me, Suguna Subramaniam personally appeared Suguna Subramaniam personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Charmaine Robles Velasco  
Notary Signature

